Licensing Announcements
March 9, 2007

Please find the copy of the meeting notes from the Feb. 27 & Mar. 6, 2007 teleconferences below.

Just a Reminder…

In accordance with the License Performance Requirements, all monthly reports are due by the seventh (7th) calendar day of the month.

Licensing Dept. Meeting Notes
Feb. 27 & Mar. 6 Teleconferences

Suite^{Link}™

The required use date for the Suite^{Link} Product for NCOA^{Link}® Full Service Providers is the date their CASS™ software is certified for the Suite^{Link} Product. Full Service Providers must offer the Suite^{Link} Product by August 1, 2007. If software is already certified for CASS Cycle K or Cycle L, Full Service Providers can begin offering Suite^{Link} services.

Suite^{Link} Interface Developers may not distribute their Suite^{Link} software to Limited Service Providers or End Users until they have been licensed as a Suite^{Link} Interface Distributor. However prior to licensing as a Suite^{Link} Interface Distributor, Suite^{Link} Interface Developers may only distribute their Suite^{Link} software to Full Service Providers.
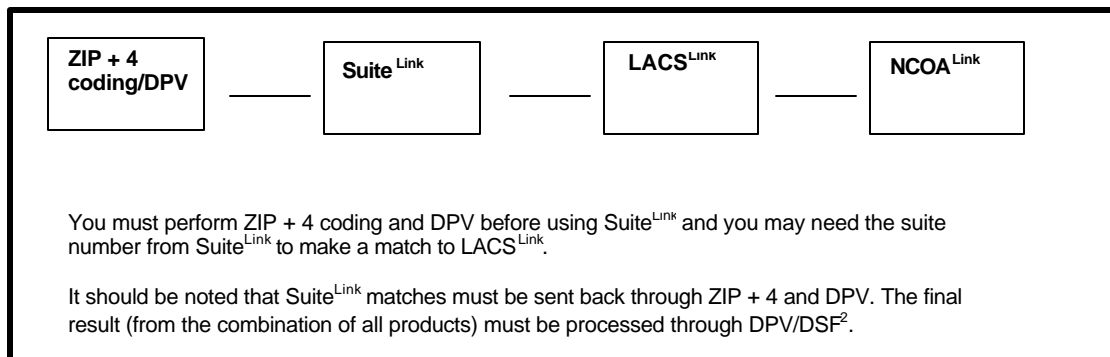
The Suite^{Link} Interface Distributor License is still under review. Once finalized, the Agreement will be posted to the RIBBS website.

Q1: When will the USPS® begin sending Suite^{Link} data files to Full Service Providers?
A1: If their software is certified for CASS Cycle K or Cycle L, Full Service Providers can request Suite^{Link} data from the USPS by submitting a written notice to ncoalink@usps.gov.

Q2: Do Licensees run the Suite^{Link} process after the CASS process and where do other services fit in?
A2: See the diagram below as one example.

ZIP + 4 coding/DPV		Suite^{Link}		LACS^{Link}		NCOA^{Link}

You must perform ZIP + 4 coding and DPV before using Suite^{Link} and you may need the suite number from Suite^{Link} to make a match to LACS^{Link}.

It should be noted that Suite^{Link} matches must be sent back through ZIP + 4 and DPV. The final result (from the combination of all products) must be processed through DPV/DSF².

Q3: Will the Suite^{Link} Product be required for the next CASS cycle?
A3: To certify for CASS Cycle M, CASS software must be able to provide Suite^{Link} capability.

Q4: Will Licensees be able to redistribute Suite^{Link} data?
A4: At this time, Suite^{Link} data can only be distributed by the USPS; however when available, Licensees may execute the Suite^{Link} Data User/Data Distributor license to redistribute the Suite^{Link} data.

Q5: Can the Suite^{Link} Product be discussed with Limited Service Providers?
A5: Yes, the Suite^{Link} Product can be discussed with Limited Service Providers, as well as End Users. However, Suite^{Link} developers cannot advertise as providing their Suite^{Link} software until they have been licensed as a Suite^{Link} Interface Distributor.

Q6: Are developers allowed to advertise that they are a certified Suite^Link Interface Developer?

A6: No. Section 5.4.2 of the Suite^Link Interface Developer Agreement states: Developer shall not advertise or promote or even imply that is developing and/or will be marketing services or products *certified or authorized* by the USPS for use with the Suite^Link Product. Developer may disclose **only** that it has "**applied**" to become a "certified Interface Developer" for the "United States Postal Service's Suite^Link Product."

Q7: Are Full Service Providers required to process all records through the Suite^Link Product or are they only required to offer the service?

A7: Like all required product offerings, the Suite^Link Product must be processed on all mailing lists; however the results do not have to be returned to the customers. Statistics for all required product offerings must be provided to the USPS.

Q8: What does the statement "Suite^Link cannot be developed as a standalone process" mean?

A8: Currently the Suite^Link process must be run as part of the CASS process. Therefore, Suite^Link cannot be developed as a standalone product.

Q9: Is the Suite^Link Product limited to business addresses only?

A9: Yes. The Suite^Link Product does not contain any residential addresses.

Q10: Is sample code included on the Suite^Link Software Developer Guide (SDG) DVDs?

A10: No, developers can send a request for the sample code to ncoalink@usps.gov.

Q11: May we review a draft copy of the Suite^Link Interface Distributor License?

A11: Yes, upon request.

NOTE: Derivative use of the NCOA^Link Product is strictly prohibited and is a violation of the NCOA^Link License Agreement. The issue of derivative products will be discussed in detail during Licensees' onsite audits.

MPA and Combined PAFs

The NCOA^Link Mail Processing Agent and NCOA^Link Combined PAFs were discussed in detail, including guidelines and restrictions for each.

Q1: Can Mail Processing Agents aggregate mailing lists for processing?

A1: No, each list a Mail Processing Agent submits to a Full Service Provider for NCOA^Link processing must contain a minimum of 100 unique names and addresses.

Q2: Why do Mail Processing Agents have to destroy the mailing lists?

A2: The original and updated mailing lists must be destroyed within 30 days to protect the NCOA^Link data and to prevent unauthorized use of the updated address information.

Q3: Are franchise locations allowed to participate in the MPA process?

A3: Yes.

Q4: Can a local print shop participate in the MPA process?

A4: No.

Q5: Clarify the use of the Combined PAF?

A5: The Combined PAF is designed for Limited Service Providers to submit list owners' files to Full Service Providers for ANK^Link or 48-month processing.

Q6: We process files for a company that is under one parent name, however the files are under multiple catalog titles. Are we allowed to use one PAF for these files since they are all under the same parent company?

A6: In this scenario the following criteria must be met to use one PAF:

- The files of the different catalog titles are housed at the parent company location.
- The list custodian is the same for the different catalog titles.
- The parent company owns the files.

Mutiple PAFs must be used if one of the following conditions is met:
- The files are housed at different locations.
- There is a different list custodian for each file.
- Each catalog owns their list and the parent company is the list administrator.

To determine if one PAF can be used, ask the following questions:
- Who ultimately owns and is responsible for the data? Within a large corporation at one site, multiple PAFs may have to be used for lists with multiple owners. For example the Marketing Dept. owns a prospective customer list, while the Billing Dept. owns the current active customer list.
- Where is the data housed?
- Where will the data be returned?

Refer to the PAF Guide for the definitions of list administrator and list custodian.

Q7: Can a Combined PAF be used with files from a cooperative database?
A7: Yes.

Q8: If a Limited Service Provider do not provide processing services for the mailing list owner and go directly to a Full Service Provider, should the Combined PAF be used?
A8: No, a standard PAF must be used. However if a Full Service Provider performs ANK^{Link} processing for the list owner, the Combined PAF may be used.

Q9: Why is the list broker or list administrator relationships not allowed on the Combined PAF?
A9: The USPS elected to restrict the use of the Combined PAF since due diligence is not being exercised in capturing all parties when list administrators and brokers are involved. The elimination of the list broker and list custodian requires less tracking for the USPS.

Cooperative Databases

The term 'cooperative database' was defined and guidelines and restrictions were detailed.

Q1: Can a cooperative database be processed as an aggregate file?
A1: Yes, if the following requirements are met:
- Each participant's mailing list contains at least 100 unique names and addresses.
- Each participant must sign a new PAF annually to participate.
- Each participant's mailing list will be assigned the same unique List ID with the list name, i.e. Cooperative Database in the List Name field of the PAF Report (positions 277 – 306).

2008 NCOA^{Link} Developer Requirements

It was announced that a webcast will be held in mid-March to discuss the 2008 NCOA^{Link} developer requirements. These requirements will coincide with CASS Cycle M. Licensees will receive notification of the webcast well in advance.